

**Lodgers Tax Advisory Board  
Special Meeting  
Video Conference  
1700 N. Grand Avenue Las Vegas NM, 87701  
Friday June 12, 2020 at 3:00 pm**

**Call to Order**

The meeting was called to order at 3:00 pm.

**Roll Call**

Present:

Krutik Bhakta  
Allan Affeldt  
Gabriel Garcia  
Shawna Sandoval

Absent:

Georgina Ortega-Angel (present at about 3:10)

**Approval of Agenda**

Board Member Affeldt made a motion to approve the agenda.

Board Member Garcia seconded the motion.

Motion passed with roll call vote.

**Finance Report**

Bill Hendrickson explained the updated budget. The remaining balance is a total of \$83,221.52. See finance report in packet for deduction amounts.

Bill Hendrickson was asked where the budget sheet was because it was not in the packet sent out.

Chuck Griego asked if they could leave that to the end and move on to the agenda items because Board Member Affeldt was on a time constriction.

**Agenda**

1. Prepare and approve budget for new fiscal year

Board Chairman Bhakta stated he needed the paper of the budget to approve the new budget.

Board Member Affeldt asked if they could move on to another agenda item while they are waiting for the budget sheet to get through.

Board Chairman Bhakta responded yes, first the item needs to be tabled to be able to move on.

Board Member Affeldt made a motion to the item.

Board Member Ortega-Angel seconded the motion.

2. Prioritize projects for new fiscal year

Board Chairman Bhakta stated he needed the information on the budget to proceed with this item.

Board Member Affeldt moved to delay item #2 until they have the budget information in front of them.

Board Member Garcia seconded the motion.

3. Approve/Disapprove 5 billboards

Board Chairman Bhakta asked for clarification on what five billboards and what for, where and who just for transparency sake.

Bill Hendrickson stated the five billboards are for LV 1st and it has been accounted for in the budget. The contract needs to be at least in the approval mode whether it's signed so it can be turned in and hopefully paid in July.

Board Chairman Bhakta asked if they were able to be renegotiated in any way.

Bill Hendrickson stated they have been, the total price is a little bit less than what we normally pay.

Board Member Ortega-Angel asked where the locations were for the billboards.

Virginia Marrujo gave the exact locations on where the billboards are.

Board Chairman Bhakta asked if the two locations Board Member Affeldt suggested were still available. The only concern was some billboards were left hand reads.

Board Member Affeldt wants to focus on the drive market between Denver Colorado Albuquerque.

Virginia Marrujo stated they can talk to Lamar about the billboards but the cost does vary. They would need to have a contract in by the end of the month. In the meantime with negotiations we will lose the ones we do have.

Board Chairman Bhakta asked Virginia if she could speak with them after it gets approved for better fit locations.

Virginia Marrujo asked for any recommendations on what the board might want.

Board Chairman Bhakta stated his criteria would be size, location and preferably right-hand reads.

Board Member Affeldt agreed with the Board Chairman but, also believes more businesses will be trying to get out of the contracts and more billboards may become available.

Board Member Garcia asked about the design of the billboards.

Board Member Affeldt made a motion to approve as long as we ask the providers to keep an eye out for when better locations become available in the I-25 corridor.

Board Member Ortega-Angel seconded the motion.

Motion passed with a unanimous roll call vote.

4. Approve/Disapprove 2(private) billboards buy 1 get 2 free  
Bill Hendrickson stated that is the deal for the Lamar Billboards.



Virginia Marrujo explained what the deal was for the billboards.

Board Chairman Bhakta asked if it was for two additional billboards or vinyl changes.

Virginia Marrujo stated the normal price is about \$900.00. If we purchase one they will give us a free one, but that is only for this month.

Board Chairman Bhakta stated by the time it gets approved and goes before Council, we will already be in July.

Bill Hendrickson stated if there is potentially a way we could get it paid for or committed and we could get the deal.

Board Member Ortega-Angel stated she believes item #4 is a wash and they could save the money for something else.

Board Member Affeldt made a motion to disapprove the item.

Board Member Ortega-Angel seconded the motion.

Motion passed with a unanimous roll call vote for disapproval.

### **Discussion Items**

There were no discussion items.

### **New and Other Business**

Board Member Affeldt stated for the next agenda he would like to come back with a general marketing campaign contract.

Board Chairman Bhakta stated he would like that in the discussion items and is hoping to have last year's budget for some semblance of how they can organize the budget.

Bill Hendrickson stated to keep in mind this new fiscal year there will be less money in the budget and to be careful on how it gets spent.

### **Adjournment**

Board Member Ortega-Angel made a motion to adjourn the meeting.

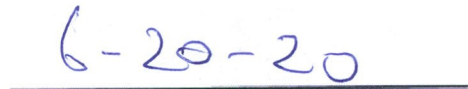
Board Member Affeldt seconded the motion.

Motion passed with unanimous vote.

Meeting adjourned at 3:47 pm.

A handwritten signature in blue ink, consisting of several loops and a long horizontal stroke, positioned above a solid horizontal line.

Board Chairman

The handwritten date "6-20-20" in blue ink, positioned above a solid horizontal line.

Date